

The Behavior Analyst is the official publication of the Society for the Advancement of Behavior Analysis (SABA). The purpose of SABA is to provide instruction and training in behavior analysis and to disseminate information about behavior analysis which is useful to the public and beneficial to the community.

EDITOR

Julie S. Vargas
West Virginia University

ASSOCIATE EDITOR

James M. Johnston
University of Florida

MANAGING EDITOR

R. Wayne Fuqua
Western Michigan University

BOARD OF EDITORS

Victor A. Arredondo, *University of Mexico at Zaragoza*
Nathan H. Azrin, *Nova University*
Beatrice H. Barrett, *Fernald State School*
Sidney W. Bijou, *University of Arizona*
Thomas A. Brigham, *Washington State University*
Abigail B. Calkin, *Topeka Public Schools*
A. Charles Catania, *University of Maryland*
Willard F. Day, Jr., *University of Nevada*
Samuel M. Dietz, *Georgia State University*
Philip Duncan, *Drake University*
Robert Epstein, *University of Massachusetts*
Barbara C. Etzel, *University of Kansas*
Lawrence E. Fraley, *West Virginia University*
Elkan E. Gamzu, *Hoffman-LaRoche Laboratories*

Israel Goldiamond, *The University of Chicago*
Stephen A. Graf, *Youngstown State University*
Donald F. Hake, *West Virginia University*
Philip Himeline, *Temple University*
Fernando de Hoyos, *Technological Institute of Durango, Mexico*
Fred S. Keller, *Chapel Hill, North Carolina*
Victor G. Laties, *University of Rochester Medical Center*
Ogden R. Lindsley, *University of Kansas*
C. Fergus Lowe, *University College of North Wales, United Kingdom*
John R. Lutzker, *Southern Illinois University at Carbondale*
Pamela M. Meadowcroft, *West Virginia University*
Jack L. Michael, *Western Michigan University*
Karen Berg Neufeld, *Tabor College*
Joseph J. Pear, *University of Manitoba, Canada*

H. S. Pennypacker, *University of Florida*
Dorothy Popovich, *Macomb County Intermediate School District*
Kathryn Kirigin Ramp, *University of Kansas*
Ellen P. Reese, *Mount Holyoke College*
Marc Richelle, *University of Liege*
Roger Schnaitter, *Illinois Wesleyan University*
Laura Schreibman, *Claremont's Men's College*
Jan Sheldon-Wildgen, *University of Kansas*
Murray Sidman, *Northeastern University*
B. F. Skinner, *Harvard University*
Howard N. Sloane, *University of Utah*
Bernice Stewart, *Churchlands College of Advanced Education, Western Australia*
Paul E. Touchette, *Kennedy-Shriver Research Center*
Michael D. Zeiler, *Emory University*

The Behavior Analyst is a periodic publication of SABA and is mailed, free of charge, to all members of SABA. Individual subscriptions, independent of SABA membership, are available for \$10.00 per volume. Library subscriptions are available for \$20.00 per volume. (Institutions outside of the U.S. add \$2.00 for postage.)

Statements contained in *The Behavior Analyst* are the personal views of the authors and do not constitute SABA policy unless so indicated. SABA reserves the right to edit all copy. The publication of any advertisement in *The Behavior Analyst* does not constitute an endorsement of the advertiser or of the products and/or services advertised.

Editorial

I have been very pleased with the support and encouragement that you, the readers of *The Behavior Analyst*, have given in helping to improve the journal over the past year. More manuscripts are being submitted this year than last, and the list of library subscriptions is lengthening. These two areas are critical for the success of a journal, and they are the two areas in which you can directly contribute. More submissions are always welcome. In particular, the journal would benefit from more reviews of the literature, and more short comments for the "In Response" section of the journal.

Many papers are presented each year at conferences and meetings. Without publication, these discussions are lost to many who could benefit from them. If you have a paper which you feel is important and appropriate for *The Behavior Analyst*, but which has sat back-burnered

until it is in danger of drying up altogether, please consider rewriting it as an article, and submitting it. Or, if you hear or have heard papers which you feel would benefit our readers, please encourage the authors to polish their papers and submit them.

As for library subscriptions, the more the better. Even if the university or institution for which you work already subscribes, you might be able to arrange for additional subscriptions through research projects, or through other institutions with which you are affiliated. Every additional subscription helps support the journal, and counters the increasing costs of printing and postage.

I hope that you have found *The Behavior Analyst* useful and informative, and I welcome any comments and suggestions you have for future issues.

Julie S. Vargas

*THE BEHAVIOR ANALYST IS NOW THE
OFFICIAL PUBLICATION OF THE
SOCIETY FOR THE ADVANCEMENT OF
BEHAVIOR ANALYSIS*

The purpose of the Society is to provide instruction and training in behavior analysis for the purpose of improving the capabilities of individuals, and to disseminate information about behavior analysis which is useful to the public and beneficial to society. These goals will be accomplished by offering workshops and mini-courses, the occasional award of grants to further research in behavior analysis, and the publication of *The Behavior Analyst* for the dissemination of theoretical interpretations of research findings in behavior analysis and information relevant to societal problems.

The Society will not engage in continuing education, individual certification or program certification. These are functions more appropriately completed by the Association for Behavior Analysis, rather than the Society.

Membership in the Society, although non-voting, is open to anyone who pays the membership fee, thus insuring that the benefits of the Society are available to the general public.

Finally, the tax exempt status of the Society allows it to receive contributions which are tax deductible for the donor.

IF YOU ARE MOVING . . .

send your new mailing address, at least four weeks prior to your move, to The Behavior Analyst, SABA, Department of Psychology, Western Michigan University, Kalamazoo, Michigan, 49008. Please be sure that The Behavior Analyst is mailed to a "secure" address. SABA cannot be responsible for journals delivered, but not received by the addressee.

APPOINTMENT OF NEW EDITOR

The Society for the Advancement of Behavior Analysis announces the appointment of James Johnston as Editor for *The Behavior Analyst*.

All manuscripts should be addressed to James Johnston, Department of Psychology, University of Florida, Gainesville, Florida, 32611.

ADVERTISEMENTS

To include your ad in the next issue of *The Behavior Analyst*, send camera-ready-copy to: Shery Chamberlain, Society for the Advancement of Behavior Analysis, Department of Psychology, Western Michigan University, Kalamazoo, MI 49008. Make check payable (U.S. Funds only) to SABA.

<i>Ad-Size</i>	<i>Cost</i>
Full-page, 7" x 10"	\$125.00
Half-page, 3½" x 5"	\$ 75.00

COMMENTS FOR CONTRIBUTORS

CONTENT

The Behavior Analyst was founded in 1978 to promote Behavior Analysis as a field. Thus articles on the past, present, and future of behavior analysis or its application in other fields are particularly appropriate for the journal. The journal also publishes literature reviews, discussions of previously published work, or reinterpretations of published data. Articles on behaviorism as a philosophy, however, should be submitted elsewhere as should applied or experimental studies citing original data.

Many of the talks from convention address topics are suitable for *The Behavior Analyst*. They must, however, be rewritten as articles. (See "Style" below)

GUIDELINES FOR SUBMISSION

In order to expedite the review process, please follow the guidelines below.

1. Submit an original and four copies with full title, but with author(s) name(s) removed.
2. With the manuscript, send a letter giving the name(s) of author(s), the title of the paper, and a one or two sentence description of its main point.
3. Also include one copy of the name(s) and address of the person(s) to whom requests for reprints should be sent.
4. If you wish, you may also give the name and address of three to five people outside your institution who you would recommend as qualified reviewers for your manuscript.

EDITORIAL POLICIES

All manuscripts will be considered for publication. Reviews are done "blind," that is the reviewers are not sent the name or institutional affiliation of the author(s). Reviewer comments will be returned with edited manuscripts and the editorial decision, usually within two months.

STYLE

1. Use the active voice in preference to

the passive. The active is usually shorter, more lively to read, and it more clearly specifies the agent of action.

2. Be specific rather than general whenever possible. A general phrase such as "we need to arrange contingencies to reinforce desired behaviors" communicates little. Instead, tell who needs to do what so that a reader can visualize the action you describe.

3. Back up assertions. Statements such as "there is a growing trend . . ." leave a reader asking "why do you say that?" Document with examples or data.

4. Use "I" or "we" when referring to yourself rather than the third person.

5. Avoid overuse of the weak verbs "to be" or "to have" as the main verb of a sentence. By circling each main verb in each sentence of an early draft of a manuscript you can see how many are weak verbs. By replacing weak verbs with more active ones, you can improve dramatically the clarity and force of an argument.

6. Use a general style manual, such as the APA style manual.

MANUSCRIPT FORMAT

Prepared your manuscripts in the form used by *The Behavior Analyst*. Type everything double-spaced—including title, footnotes, and table headings. Put each table or figure on a separate sheet and label it. One copy of all illustrations, photographs, and figures must be "camera ready" that is, have a glossy finish with sharp contrast between black and white. Words should be underlined only when they are intended to be typeset in *italics*.

ARTICLES

Most articles range in length from about 15 to 25 double-spaced manuscript pages (excluding references), though longer or shorter papers may be submitted. Include an abstract when submitting an article.

BOOK REVIEWS

While book reviews are usually solicited, you may submit an unsolicited book review. Ten to fifteen double-spaced manuscript pages is a suitable length for book reviews.

ON TERMS

The "on terms" column is usually solicited. You may, however, submit unsolicited papers for this section. A length of two to five double-spaced manuscript pages is suitable.

IN RESPONSE

We encourage readers to submit comments "in response" to articles published in *The Behavior Analyst* or in other jour-

nals with which our readers are likely to be familiar. To keep each one to a single, printed page, manuscript copy should not run more than two double-spaced pages.

OTHER SUBMISSIONS

Submissions need not be restricted to the categories listed above. If you have something you feel would interest our readers, please submit it even if it does not belong in any established category.

Please address submissions to:

James Johnston, Editor
Department of Psychology
University of Florida
Gainesville, FL 32611

SUBSCRIPTION AND BACK ISSUE ORDER INFORMATION FOR THE BEHAVIOR ANALYST

The Behavior Analyst is the official publication of the Society for the Advancement of Behavior Analysis (SABA) and contains general interest articles on theoretical, experimental and applied topics in behavior analysis.

Issues of *The Behavior Analyst* are sent free to all current members of SABA. Membership applications are available by request. Address requests to: SABA, Psychology Department, Western Michigan University, Kalamazoo, Mi. 49008.

If you are not a member of SABA you may obtain a subscription to *The Behavior Analyst* by filling out the form on the following page.

Dear Acquisitions Librarian:

☐ I'd like to request our library/institution enter a subscription to *The Behavior Analyst*.

☐ I'd like to request that our library/institution obtain back issues of *The Behavior Analyst*.

Signed _____
(Name) (Position)

LIBRARY/INSTITUTIONAL
RATE \$20.00

The following back issues of *The Behavior Analyst* are available for \$5.00 per copy. Please check the back issues you are interested in receiving.

Vol. 1, No. 1 Spring 1978	<input type="checkbox"/>	Vol. 3, No. 1 Spring 1980	<input type="checkbox"/>
Vol. 2, No. 1 Winter 1979	<input type="checkbox"/>	Vol. 3, No. 2 Fall 1980	<input type="checkbox"/>
Vol. 2, No. 2 Fall 1979	<input type="checkbox"/>		

Mail subscriptions along with your check or money order (U.S. Funds only) to:

SABA
Department of Psychology
Western Michigan University
Kalamazoo, MI 49008

INDIVIDUAL SUBSCRIPTION RATE \$10.00

NAME _____

DEPARTMENT _____

INSTITUTION _____

CITY, STATE, ZIP _____

(Clip and Mail)

Mail subscriptions to: SABA
Department of Psychology
Western Michigan University
Kalamazoo, MI 49008

In Memorium
Charles B. Ferster
1922 - 1981

Leaving the Air Force at the end of the war, Charles Ferster completed his work for an A.B. at Rutgers University and took his M.A. and Ph.D. at Columbia, where he came under the influence of Fred S. Keller and W. N. Schoenfeld. His collaboration with B. F. Skinner from 1950 to 1955 led to the publication of *Schedules of Reinforcement*. At the same time he became interested in programmed instruction. He collaborated on a text to teach German and eventually designed a semi-automatic teaching machine. In classroom management he championed the use of personal contingencies against token economies. From Harvard he went to the Yerkes Laboratories, where he adapted operant techniques to research on chimpanzees. At the Indiana University School of Medicine, from 1957 to 1961, his pioneering research on autistic

children led to an interest in psychotherapy. He collaborated closely with psychiatrists in promoting an emphasis upon behavioral objectives in therapy.

He was the first editor of *JEAB*, and in 1962 he became the second Executive Director of the Institute for Behavioral Research at Silver Spring, Maryland. He became Professor of Psychology at Georgetown University and then at the American University, where he remained until his death from a heart attack on February 3, 1981. He was co-author, with J. I. Nurnberger and J. C. Brady, of *Introduction to the Science of Human Behavior*. A third edition of his *Editorial Principles* (with H. C. Perrott) was in press at the time of his death.

B. F. Skinner

THE SOCIETY FOR THE ADVANCEMENT OF BEHAVIOR ANALYSIS

BOARD OF DIRECTORS

Donald Baer
Howard Farris
Jack Michael

JOURNAL ADVISORY BOARD

Gladys Baxley
Darrel Bostow
James Dinsmoor

Victor Laties
Judith LeBlanc
Jack Michael
Elsie Pinkston

Evalyn Segal
Beth Sulzer-Azaroff
W. Scott Wood

Julie Vargas, Editor
James Johnston, Associate Editor
R. Wayne Fuqua, Managing Editor

BUSINESS & PUBLICATION MANAGER

Sharon P. Myers

ADMINISTRATIVE ASSISTANT

Shery Chamberlain

EDITORIAL SECRETARY

Shery Mesner

ABA
Department of Psychology
Western Michigan University
Kalamazoo, Michigan 49008

Non-profit Organization
U.S. Postage

PAID

Kalamazoo, Michigan
Permit No. 478